

# BUSINESS BRIEFS

## 2002 Business Workshops

July 9 Low Cost Marketing

Aug. 13 Building & Financing  
Your Business

Fall Schedule

Sept. 9 ABC's of Starting a  
Business

Oct. 8 Overview of a Business  
Plan

Nov. 12 Starting a Home  
Based Business

Dec. 10 Applying for a Small  
Business Loan

Workshops held at Salem  
Community College  
Carneys Point  
5-7 p.m.

Private Counseling Dates:

July 9  
July 23  
Aug. 13

Call 856-935-7510, ext. 8532 for  
an appointment or to register  
for a workshop.

## The Ever So Slightly Changing Face of Salem County — CENSUS 2000—Part I

The long anticipated 2000 Census data that defines and describes the County has arrived. While the State of New Jersey can be easily characterized with two words, suburban and diverse, Salem County remains rural, agricultural and relatively homogenous. The County has had an historical slow growth rate for the past 50 years, averaging about 30%. Surrounding counties have experienced growth rates in the triple digits. With 50% of our land still actively farmed and an additional 25% dedicated to pristine environmental uses such as tidal and freshwater wetlands, marshland, lakes, ponds, flyways and natural habitats few acres remain for intensive development. Of these developable lands only 13% now accommodate all types of uses including residential, commercial and industrial. Our closely guarded and protected environment has sheltered the county from many of the excesses that our neighbors now contend with, including

transportation bottlenecks and soaring school and municipal costs.

What the Census data does reveal is an interesting picture of the County and where it stands in relationship to the rest of the State. The County continues to present some striking inconsistencies in the data that at times defy an easy interpretation. What is typical for most other counties in the State does not always apply to Salem County, largely due to the atypical development patterns in the County that stand in sharp contrast to the in the rest of New Jersey.

Overall Salem County has shown considerable improvement in employment,

income levels, housing value, education levels and its poverty rate. Each municipality tells a story, a story of excelling, a story of keeping up, and a story of just getting by.

### Salem County Labor Force Estimates April 2002

Labor Force 31,400  
Employment 29,700  
Unemployment 1,800  
Unemployment Rate 5.6 %

Source: NJ Dept. of Labor

	Population	% Increase
New Jersey	8,414,350	8.9
Alloway	2,774	0
Carneys Point	7,684	-8.9
Elmer	1,384	-11.9
Elsinboro	1,092	-6.6
LAC	1,851	0
Mannington	1,559	-7.9
Oldmans	1,798	6.8
Penns Grove	4,886	-6.5
Pennsville	13,194	-4.3
Pilesgrove	3,923	20.7
Pittsgrove	8,893	9.5
Quinton	2,786	10.9
Salem City	5,857	-14.9
Upper Pittsgrove	3,468	10.4
Woodstown	3,136	0
Salem County	64,285	-1.5

## WHO WE ARE—THE CENSUS

### Population Growth ?

The 2000 Census revealed a loss in population in Salem County of 1009 persons, with a total population of 64,285 representing a 1.5% decrease. Salem was the only county in New Jersey to lose population from 1990 to 2000. Because of the low number of persons recorded as lost there is a very reasonable indication that this number is incorrect and in fact may be the result of undercounting. For instance both the City of Salem and the Borough of Penns Grove had very low response rates to the Census, at 52% and 55% respectively. These two communities combined registered a loss of 1,369 persons, more than the total aggregate loss of 1,009 for the entire County. Regardless of whether the County lost population or remained stable some change has come to Salem County.

Population growth has been spurred by new housing development in the more rural areas of the County. These locations offer many of the attributes desired by upwardly mobile, higher income professionals including custom homes on large lots, short commute

time to employment in the metropolitan areas of Wilmington and Philadelphia, and competitive school systems and attractive physical environments. The municipalities that grew in population were Pilesgrove (20.7%); Quinton (10.9%); Upper Pittsgrove (10.4%); Pittsgrove (9.5%); and Oldmans (6.8%). Housing starts recorded from 1990 to 1999 were largely concentrated in the municipalities of Pittsgrove (26.9%); Pilesgrove (14.1%); Alloway (11.4%); Pennsville (10.6%); Upper Pittsgrove (9.7%); and Quinton (6.2%). With the exception of Pennsville, which lost population and Alloway which remained flat, these municipalities experienced significant population growth.

Municipalities that lost population were the City of Salem (14.9%); Elmer Borough (11.9%); Carneys Point (8.9%); Mannington (7.9%); Elsinboro (6%); Penns Grove (6.5%); and Pennsville

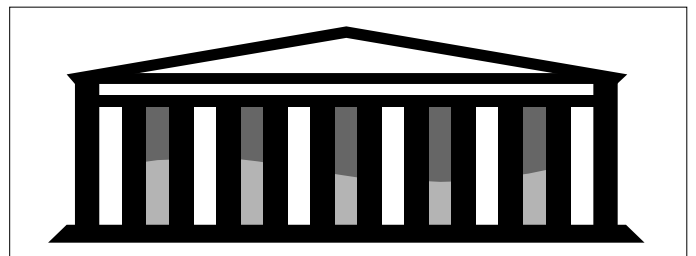
(4.3%). The municipalities of Alloway, Lower Alloways Creek and Woodstown also indicated a decline in population but these numbers were so small, a total of 46 persons for all three that it is reasonable to assume that they probably did not lose population during the decade.

The losses in population can be attributed to a variety of factors including downsizing at the DuPont Chambers Works which may have precipitated the relocation of residents to other employment locations, especially for the communities of Pennsville and Carneys Point; the lack of job opportunities and the general economic distress in the City of Salem and the Borough of Penns Grove; and retirement and relocation by older residents from the communities of Elmer, Elsinboro and Mannington.

### Who We Are

There was little change  
(Continued on page 3)

*"The rural areas of the County offer many of the attributes desired by upwardly mobile, higher income professionals including custom homes on large lots, easy commute to Wilmington or Philadelphia and competitive school systems..."*



A house under construction in Pilesgrove Township. Pilesgrove had the highest median house value at \$ 158,400.

(Continued from page 2)

from 1990 in the racial makeup of the County with 81.2% white, 14.8% black and 3.9% Hispanic. The State's racial makeup is more diverse with 72.6% white, 13.6% black and 13.3% Hispanic. The leading ancestry group in Salem County is German, followed by Irish, English and Italian. These four groups accounted for 63.2% of the County's population. Ninety seven percent of Salem County residents were native born, compared to 82% in New Jersey.

The County's median age increased to 38, slightly higher than the New Jersey median of 36.7. This increase is due primarily to the aging of the baby boomer generation. Elsinboro Township had the oldest median age at 43.6 and Penns Grove Borough had the youngest at 30.9.

The senior population in the County registered at

14.5% of the population, slightly higher than the State's rate of 13.2%. Mannington Township had the highest percentage of residents 65 and older at 23.4% and Pittsgrove Township had the lowest percentage at 11.4%.

### What We Earn

The County's median household income in 2000 was \$45,573, ranking sixteenth in the State. When adjusted for inflation the County's median income increased by 5.9% compared to the State's increase of 3.8%. The county's percentage increase was the seventh highest rate of increase tied with Gloucester County. At the municipal level Pittsgrove (25.7%); Salem (16.2%); Mannington (16.2%); Lower Alloways Creek (14.8%); Upper Pittsgrove (13.6%); Oldmans (13.4%); Alloway (12.1%); Pilesgrove (9.7%); Elmer (6.9%); Quinton (4.4%); Elsin-

boro (1.9%); and Woodstown (1.2%) all registered an increase in income adjusted for inflation. The median household incomes in the municipalities of Carneys Point (-10.7%); Penns Grove (-5.7%) and Pennsville (-4.2%) did not keep up with inflation during the decade.

Pilesgrove Township had the highest median household income at \$66,042 and the City of Salem had the lowest at \$25,846. Four municipalities exceeded the State's median income of \$55,146. These were Pilesgrove, Oldmans, Pittsgrove and Alloway. Two communities recorded income levels that were less than 50% of the State's median, Salem and Penns Grove.

Pilesgrove Township also had the highest median family income at \$71,629, which exceeded the State's median family income of \$65,246.

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Median Household Income Salem County	1999	1989	Difference	Difference Adjusted for Inflation	% Change Adjusted for Inflation
<b>New Jersey</b>	<b>\$55,146.00</b>	<b>\$40,927.00</b>	<b>\$14,219.00</b>	<b>\$2,028.00</b>	<b>3.8</b>
Alloway	\$56,528.00	\$38,835.00	\$17,693.00	\$6,122.00	12.1
Carneys Point	\$41,007.00	\$35,394.00	\$5,613.00	(\$4,929.00)	-10.7
Elmer	\$46,172.00	\$33,258.00	\$12,914.00	\$3,008.00	6.9
Elsinboro	\$50,972.00	\$38,512.00	\$12,460.00	\$989.00	1.9
LAC	\$55,078.00	\$36,935.00	\$18,143.00	\$7,142.00	14.8
Mannington	\$52,625.00	\$34,886.00	\$17,739.00	\$7,348.00	16.2
Oldmans	\$57,589.00	\$30,118.00	\$27,471.00	\$7,820.00	13.4
Penns Grove	\$26,227.00	\$21,430.00	\$4,794.00	(\$1,586.00)	-5.7
Pennsville	\$47,250.00	\$38,025.00	\$9,225.00	(\$2,101.00)	-4.2
Pilesgrove	\$66,042.00	\$46,368.00	\$19,674.00	\$5,863.00	9.7
Pittsgrove	\$56,687.00	\$34,724.00	\$21,963.00	\$11,621.00	25.7
Quinton	\$41,193.00	\$30,404.00	\$10,789.00	\$1,733.00	4.4
Salem City	\$25,846.00	\$17,100.00	\$8,746.00	\$3,653.00	16.4
Upper Pittsgrove	\$53,812.00	\$36,473.00	\$17,339.00	\$6,476.00	13.6
Woodstown	\$44,533.00	\$33,908.00	\$10,625.00	\$526.00	1.2
<b>Salem County</b>	<b>\$45,573.00</b>	<b>\$33,155.00</b>	<b>\$12,418.00</b>	<b>\$2,542.00</b>	<b>5.9</b>

## County of Salem

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**We're on the Web**  
**[www.salemco.org](http://www.salemco.org)**

*Gateway to the Northeast.*

### More County Fast Facts

Median House Value  
\$ 105,200

Average Income  
\$ 55,632

% High School Graduates  
79.4%

% College Degree  
15.2%

2000 Unemployment Rate  
4.4%

2001 Non-residential  
Construction Activity  
\$25,170,761

**Part II of this report will  
be published in the  
September issue of  
Business Briefs.**

*(Continued from page 3)*

The lowest median family income come was in the City of Salem at \$26,699. The County's per capita income ranked second to last in the State at \$20,874. Pilesgrove Township again led the way with a per capita income of \$27,400, exceeding the State's rate of \$27,311. The Borough of Penns Grove had the lowest per capita at \$13,300.

### The Poor Among Us

The County's poverty rate decreased one full percentage point to 9.5%. The State's rate was 8.5%; but this was an increase from its 1990 rate of 7.6%. Both of these rates are well be-

low the National rate of 12.5%. Over seventy three percent of the County's municipalities had rates lower than the State average. The highest rate of poverty in the County is in the City of Salem at 26.6%. This rate actually decreased by 20.1% from the 1990 Census. The lowest rate of poverty is found in Elsinboro Township at 1.7%.

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The percentage of families in poverty was 7.2%, while families with a female householder with no husband present had a rate of 26.2%. The County had 13.3% of its children under the age of 18 below the poverty level and 6.6% of

persons over the age of 65. Compared to the State we had more children under the age of 18; but fewer adults over age 65 below the poverty level.

In the City of Salem 43.6% of the families with a female householder with no husband present were below the poverty level. This was the highest rate in the County, with Penns Grove registering the next highest rate at 32%. The lowest rates were in the Townships of Pilesgrove and Elsinboro, 9.6 % and 9.7% respectively.

